

## The Fortune Cookie Principle 20 Keys To A Great Brand Story And Why Your Business Needs One Bernadette Jiwa

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~~The Fortune Cookie Principle Summary - YET RAY~~  
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~~Quick Summary: \"The Fortune Cookie Principle\" demonstrates, through a plethora of examples, that, in the business world of today, much more important than how good you are is how well you tell your story-and then offers a framework consisting of twenty keys to help you begin telling your brand's story from the inside out.~~

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~~Fortune Cookie Principle No. 20: Reach and reaction Your customers' reaction to your brand is what actually shapes and builds it. Of course, you give them a head start by sharing the story and the message, but your customers have a say in creating the ending.~~

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